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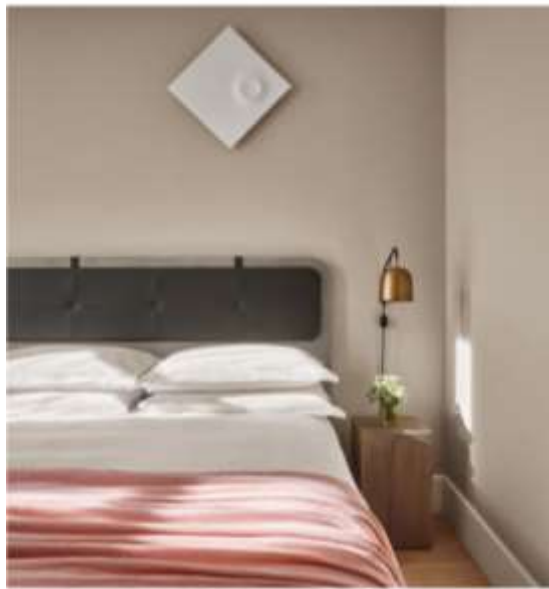
March 16, 2016

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Coming Soon: Hotel Openings at Home and Abroad



A guestroom at soon-to-open 11 Howard in New York

New-Nordic New York

On April 1, **11 Howard**, a **Design Hotels** member, will open in New York's fashionable SoHo neighborhood with its unique blend of cutting-edge Scandinavian design and social-conscious hospitality. The 221-guestroom property's interior features Danish design studio Space Copenhagen's signature new-Nordic minimalism design aesthetic, custom lighting and furnishings, a culinary concept from restaurateur Stephen Starr, as well as a co-working space, the 11H Collective. Each guestroom features high ceilings and windows and a material palette of wood, warm metals, velvet, and wool. In keeping with its vision of being a local hub while still positively impacting the global community, 11 Howard is collaborating with young, contemporary artists and partnering with local business and non-profit organizations, such as Global Poverty Project and Conscious Commerce. Rates start at \$400 per night. For more information, visit 11howard.com.